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WAYS OF SOMETHING

a four-part moving image project compiled by Lorna Mills

September 6

through October 1



Ways of Something 2 – minute 3 by Gaby Cepeda

TRANSFER is pleased to present the USA debut of **'Ways of Something'** on Saturday, September 6 from 7 – 10PM.

'Ways of Something', is a contemporary remake of John Berger's BBC documentary, "Ways of Seeing" (1972). Commissioned by The One Minutes, at the Sandberg Instituut in Amsterdam and compiled by Lorna Mills, the project consists of one-minute videos by fifty eight web-based artists who commonly work with 3D rendering, gifs, film remix, webcam performances, and websites to describe the cacophonous conditions of artmaking after the internet.

The screening at TRANSFER Gallery is based on the first two episodes of a four-part series of thirty-minute films created by art theorist John Berger and produced by Mike Dibb. In the original episode one, voice-of-God narration over iconic European paintings offer a careful dissection of traditional "fine art" media and the way society has come to understand them as art. The second episode is a contentious and

sometimes maddening look at the female nude in the western tradition. The combined work is, in effect, art about art about television about the internet.

Featuring formal, figural and kitsch practices to videomaking, “Ways of Something” is constituted by aesthetically diverse interpretations of Berger’s ideas on looking at art after the introduction of digital media and the internet. Ultimately, it turns the highbrow nature of the original documentary film into an exuberant and disjointed series on how artists understand art today.

PARTICIPATING ARTISTS

EPISODE 1

- 1: Daniel Temkin
- 2: Rollin Leonard
- 3: Sara Ludy
- 4: Rhett Jones
- 5: Jaakko Pallasvuori
- 6: Dafna Ganani
- 7: Jennifer Chan
- 8: Rea McNamara
- 9: Theodore Darst
- 10: Matthew Williamson
- 11: Hector Llanquin
- 12: Christina Entcheva
- 13: V5MT
- 14: Marisa Olson
- 15: Joe McKay
- 16: Carla Gannis
- 17: Nicholas O'Brien
- 18: Eva Papamargariti
- 19: Rosa Menkman
- 20: Kristin Lucas
- 21: Jeremy Bailey & Kristen D. Schaffer
- 22: Giselle Zatonyl
- 23: Paul Wong
- 24: Alfredo Salazar-Caro
- 25: Sally McKay
- 26: RM Vaughan & Keith Cole
- 27: Andrew Benson
- 28: Christian Petersen
- 29: Faith Holland
- 30: Jennifer McMackon

EPISODE 2

1. Kevin Heckart
2. Geraldine Juarez
3. Gaby Cepeda
4. Angela Washko
5. Emilie Gervais
6. LaTurbo Avedon
7. Lyla Rye
8. Mattie Hillock
9. Antonio Roberts
10. Georges Jacotey
11. Daniel Rourke
12. Sandra Rechico & Annie Onyi Cheung
13. Yoshi Sodeoka
14. Alma Alloro
15. LoVid
16. Andrea Crespo
17. Ad Minoliti
18. Arjun Ram Srivatsa
19. Carrie Gates
20. Isabella Streffen
21. Esteban Ottaso
22. ZIL & ZOY
23. Hyo Myoung Kim
24. Jesse Darling
25. Tristan Stevens
26. Erica Lapadat-Janzen
27. Claudia Hart
28. Anthony Antonellis

Saturday, September 6 from 7 – 10PM

TRANSFER 1030 Metropolitan Avenue Brooklyn NY 11211

7PM – Reception

8PM – Screening Begins

9PM – Discussion led by TRANSFER artist Lorna Mills, Julia van Mourik of The One Minutes at Sandberg Instituut in Amsterdam, and Paddy Johnson of ArtFCity

The One Minutes is a global platform for moving images. Since 1999, The One Minutes has produced and distributed over 10.000 video works from makers of 120 different nationalities.

<http://theoneminutes.org/>

Events + Gallery Hours :::

Opening Reception

Saturday, September 6 from 7 – 10 PM

Gallery Hours

Screenings every Saturday twice daily at **4PM and 6PM** on:

September 13

September 20

September 27

or schedule a private viewing with directors@transfergallery.com

TRANSFER is an exhibition space that explores the friction between networked practice and its physical instantiation. The gallery supports artists working with computer-based practices to realize aggressive installation projects within our walls.

Transfer Gallery 1030 Metropolitan Ave Brooklyn, NY 11211 Contact: directors@transfergallery.com

More info: <http://transfergallery.com/exhibitions/2014/09/ways-of-something>